

Brainstorming Recruitment Approaches & Frameworks

*****FEBRUARY 28th IS ACTUAL RECRUITMENT GOAL*****

- ✓ Engaging with some of the trusted community orgs – harnessing existing relationships with trainee candidates – discussed marketing materials and additional input with companion orgs
- ✓ Making sure the correct landing page is built – website creation and design needs to hit target audience
- ✓ Identify locations where recruitment can take place and hit target audience – strategic marketing plan
- ✓ Working with high-school programs to gauge graduate interest
- ✓ Possibly dividing recruitment candidates among community orgs and employee partners – we need to think about capacity of community partners to support these ideas
- ✓ Make the process a very low barrier process – the assessment needs to be made low barrier and not overburden during the interview process
- ✓ Creating life-maps in tandem with partners
- ✓ What percentage of participants are already working in the construction industry? Should we reach out to these candidates first?
- ✓ Do away with the concept of “soft-skills”
- ✓ Prioritizing and framing a match between the trainees and the employers
- ✓ Structured part-time position
- ✓ Make sure the hiring process is swift and efficient, moving too-slow can open up possibility for losing candidates – strong turnaround time w/ candidates
- ✓ Application process needs to be simplified